

PROFESSIONAL EXPERIENCE

Commission for Public Complaints against the RCMP Feb 2009-present

Director, Communications and Outreach

- Planned and executed several high-profile media campaigns (*Dziekanski, Police Investigating Police, RCMP Taser Policy, Yukon Police Review*)
- Established successful stakeholder relationships with Aboriginal communities and municipality associations across Canada
- Organized Fed/Prov conference on Police Oversight

Department of National Defence

Director, Public Affairs Operations Aug 2007-Oct 2008

- Directed 88 civilian and military personnel (five issues-management sections and Combat Camera).
- Afghanistan inter-departmental liaison
- National Spokesperson for all DND issues

Privy Council Office, Afghanistan Task Force Apr/May 2008

Director, Media Relations

Privy Council Office/ Department of Foreign Affairs Nov 2006-Aug 2007

Director, Media Relations

Afghanistan Interdepartmental Coordination Group/FTAG

Canadian Expeditionary Force Command 2006-2007

Director, Public Affairs

Direct support to all overseas Canadian Forces missions, including Afghanistan, Persian Gulf, Africa and the Middle East.

- Management of Media Embed Program (Afghanistan)
- Coordination of all deployed public affairs officers and photographers
- Management of all crisis communications and media briefings/releases
- Provision of operational public affairs advice and guidance to CEFCOM Commander
- Liaison with NATO and U.S. military

Canadian Embassy, Washington DC 2003-2006

Counsellor (Media – Military Affairs)

Advocacy, Outreach and media Relations – Capitol Hill, U.S. Think Tanks, U.S. Media and U.S. Military

- Created www.CanadianAlly.com, an Embassy website targeted to U.S. stakeholders
- Planned and implemented a highly-visible “*Boots on the Ground in Afghanistan*” Washington, DC Subway poster and banner display campaign

- Pacific Region, DND Outreach Office (Vancouver)** 2001-2003
 Director
- Established extensive stakeholder network throughout BC (ethnic communities and media, universities and colleges, think tanks, business associations, service groups and professional sports teams)
- Canadian Joint Task Force (Tampa, Arabian Sea, Afghanistan)** Nov 2001-May 2002
 Senior Public Affairs Advisor and Spokesman for Canadian Military Campaign
- Coordination of all deployed Canadian public affairs support/media centres
 - Coalition public advisor to several contingents co-located with U.S. Central Command
 - Liaison with U.S. military public affairs on set-up of media briefing centre in Kandahar
- North American Aerospace Defense Command (NORAD)** 1997-2001
 Deputy Director, Public Affairs
- Public Affairs Advisor to the Commander-in-Chief
 - Primary spokesperson for NORAD
 - Won two awards from the *Public Relations Society of America* for Crisis Communications (Y2K) and Best Web Site (NORAD Tracks Santa – a six language hi-tech site which continues to set records for traffic – www.noradsanta.org)
- Department of National Defence** 1995-1997
 Senior Public Affairs Advisor to the Chief of Defence Staff, Vice Chief of the Defence Staff, Judge Advocate General, and Assistant Deputy Ministers for Policy, Finance, and Defence Information Technology
- Account manager/team leader
- Canadian Forces Peacekeeping and Operations Staff** 1995
 Primary Public Affairs Advisor
- Extensive field public affairs planning/training with NATO and former Warsaw Pact countries conducted in Denmark, Latvia, the UK and Canada.
 Set-up and planning for *Partnership for Peace* (Exercise Co-operative Jaguar) Media Centre, Denmark
 - Requested by NATO to run media planning activities throughout the first joint NATO/Former Warsaw Pact Army, Navy, and Air Force exercise.
- United Nations Protection Force, Bosnia/Croatia** May 1994-April 1995
 Deployed spokesperson for Canadian UN contingents in Bosnia and Croatia
- Managed crisis communications on various high profile issues such as hostage taking incidents, attacks on UN peacekeepers, NATO air strikes, mine strikes, and vehicle accidents.
 - Proactive regional media campaign resulted in 450 soldiers interviewed.
- Sentinel Magazine (National Canadian military magazine)** 1993-1994
 Editor
- Won two national awards for writing and layout and design
- United Nations Humanitarian Mission, Ethiopia** Aug/Sept 1991
 Spokesperson

- Proactive public affairs; provided national exposure to the Canadian mission through the provision of television imagery, still photography and satellite up-link interviews

Ontario Region Canadian Forces Public Affairs Office 1991-1993

Deputy Regional Director

- Liaison with Ontario-based media, business community, civic officials, professional sports teams, community groups, schools and universities
- On-scene crisis communications for Hercules crash in Canadian high arctic

Qatar (Gulf War) Dec 1990-March 1991

Media Liaison Officer

Department of National Defence 1989-1990

Strategic Communications

- Prepared communications strategies for *Memoranda to Cabinet*.

Ryerson University 1984-1988

Journalist, freelance writer

Canadian Broadcasting Corporation

- Writer/Editor - *Middy News & The National* television news programs (May-Sept 1988)
- Wrote and assisted on book project by broadcaster Stewart MacLean (April-May 1988)
- Wrote and reviewed for First Choice, a cable movie network (Jan 1987-March 1988)
- Writer/Community and Media Relations Projects Officer for the Ontario Provincial Police (Summers 1986-1987)

British Foreign and Commonwealth Office 1978-1983

Foreign Service Officer (1982-1983)

Falklands Emergency Unit (1982)

Trade Union Chairman/Secretary (1980-1982)

Communications and Media Officer (1978-1980)

EDUCATION

Carleton University, Ottawa – Masters Certificate, Project Management (Mar-July 2009)

Georgetown University, Washington, DC - Senior Executive Leadership Program (2003-2004)

Royal Military College, Kingston, Canada – Leadership and Ethics Program (2003)

Ryerson University, Toronto - Bachelor of Applied Arts, Journalism (1988)

Canadian Public Relations Society - Certificate in Public Relations (1988)

US Defense Information School, Indiana - Honours Diploma in Public Affairs (1990)

French – CBB Level

AWARDS

Commission for Public Complaints against the RCMP – Instant Awards (Fed/Prov Conference Planning and Yukon Police Review) (2009, 2010)

Department of National Defence - Award of Excellence (U.S. Outreach) (2006)

Outreach Award of Excellence (2003)

Deputy Chief of Defence Staff Commendation (2003)

NORAD Commander's Commendation (2001) – NORAD Tracks Santa
Public Relations Society of America – Award of Excellence (Crisis Communications) (2001)
Public Relations Society of America – Bronze Anvil Certificate (Best Website) (1999)
NORAD Award of Excellence (1997)
Information Services Institute – Award of Excellence (Writing) (1994)
Information Services Institute – Award of Merit (Design and Layout) (1994)
Ross Maclean Memorial – TV Documentary Excellence (1988)
City TV (Toronto) – Broadcast Excellence Award (1987)